ABSTRACT

A gelling agent having a high ability of gelling an oily base which is capable of giving a gel composition having a strong gel strength and a good transparency, a gel composition having a strong gel strength and a good transparency, an external composition having a good feel upon use, a cosmetic preparation having a good feel upon use, and a fragrance composition having a good transparency and a good appearance is provided. An amide compound represented by the following formula 1:

$$R^{2} \longrightarrow N$$

$$C = O$$

$$\begin{pmatrix} CH_{2} \end{pmatrix}_{m}$$

$$R^{4} \longrightarrow C \leftarrow CH_{2} \longrightarrow_{n} CH \leftarrow CH_{2} \longrightarrow_{p} 0$$

$$(1)$$

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10 is used. In formula 1, R¹, R² and R³ are each independently a hydrogen atom or an alkyl group having a carbon number of from 1 to 3 with the proviso that at least one of R¹, R² and R³ is a hydrogen atom. R⁴, R⁵ and R⁶ are each independently a saturated or unsaturated, linear or branched hydrocarbon group having a total carbon number of from 6 to 24 which optionally has at least one group selected from the group consisting of an ether group, amide group, ester group, amino group and hydroxyl group; and m, n and p are each independently an integer of from 0 to 3.